

What is claimed is:

1. A mixture, comprising at least one isomeric isononyl benzoate wherein an isononyl alcohol mixture obtained by saponifying the isomeric isononyl benzoate comprises less than 10 mol% of 3,5,5-trimethylhexanol.

2. A mixture, comprising from 1 to 99% by weight of at least one isomeric isononyl benzoate, wherein an isononyl alcohol mixture obtained by saponifying the isomeric isononyl benzoate comprises less than 10 mol% of 3,5,5-trimethylhexanol, and comprising from 1 to 99% by weight of at least one dialkyl phthalate containing at least one alkyl radical having from 4 to 13 carbon atoms.

3. The mixture according to Claim 2, wherein the alkyl phthalate comprises at least one diisononyl phthalate.

4. The mixture according to Claim 3, wherein the isononyl alcohol mixture obtained by saponifying the diisononyl phthalate comprises less than 10 mol% of 3,5,5-trimethylhexanol.

5. A mixture, comprising from 1 to 99% by weight of at least one isomeric isononyl benzoate, wherein an isononyl alcohol mixture obtained by saponifying the isomeric isononyl benzoate comprises less than 10 mol% of 3,5,5-trimethylhexanol, and comprising from 1 to 99% by weight of at least one alkyl adipate containing at least one alkyl radical having from 4 to 13 carbon atoms.

6. The mixture according to Claim 5, wherein the alkyl adipate comprises at least one diisononyl adipate.

7. The mixture according to Claim 6, wherein the isononyl alcohol mixture obtained by saponifying the isomeric diisononyl adipate comprises less than 10 mol% of 3,5,5-trimethylhexanol.

8. A mixture, comprising from 1 to 99% by weight of at least one isomeric isononyl benzoate, wherein an isononyl alcohol mixture obtained by

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saponifying the isomeric isononyl benzoate comprise less than 10 mol% of 3,5,5-trimethylhexanol, and comprising from 1 to 99% by weight of at least one alkyl cyclohexanedicarboxylate containing at least one alkyl radical having from 4 to 13 carbon atoms.

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9. The mixture according to Claim 8, wherein the alkyl cyclohexanedicarboxylate comprises at least one diisononyl cyclohexanedicarboxylate.

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10. The mixture according to Claim 9, wherein the isononyl alcohol mixture obtained by saponifying the diisononyl cyclohexanedicarboxylate comprises less than 10 mol% of 3,5,5-trimethylhexanol.

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11. A process for preparing isomeric isononyl benzoates, comprising esterifying benzoic acid with nonyl alcohols which comprise less than 10 mol% of 3,5,5-trimethylhexanol.

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12. A process for preparing isomeric nonyl benzoates, comprising transesterifying at least one alkyl benzoate containing at least one alkyl radical having from 1 to 8 carbon atoms with at least one nonyl alcohol comprising less than 10 mol% of 3,5,5-trimethylhexanol.

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13. A method, comprising contacting the mixture according to Claim 1 with a plastic.

14. The method according to Claim 13, wherein the plastic is PVC.

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15. A method, comprising contacting the mixture according to Claim 2 with a plastic.

16. The method according to Claim 15, wherein the plastic is PVC.

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17. A method, comprising contacting the mixture according to Claim 5 with a plastic.

18. The method according to Claim 17, wherein the plastic is PVC.

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19. A method, comprising
contacting the mixture according to Claim 8 with a plastic.
20. The method according to Claim 19, wherein the plastic is PVC.
- 5 21. A plastisol, comprising the mixture according to Claim 1 and PVC.
22. A plastisol, comprising the mixture according to Claim 2 and PVC.
- 10 23. A plastisol, comprising the mixture according to Claim 5 and PVC.
24. A plastisol, comprising the mixture according to Claim 8 and PVC.
- 15 25. A synthetic leather, flooring, cushion vinyl flooring, or wallpaper,
comprising the mixture according to Claim 1, a plastic, and at least one
member selected from the group consisting of a filler, pigment,
stabilizer, lubricant, blowing agent, kicker, antioxidant, and biocide.
- 20 26. A method of making a synthetic leather, flooring, cushion vinyl
flooring, or wallpaper, comprising contacting the mixture according to
Claim 1 with a plastic and at least one member selected from the group
consisting of a filler, pigment, stabilizer, lubricant, blowing agent,
kicker, antioxidant, and biocide.
- 25 27. A paint, ink, or coating, comprising the mixture according to Claim 1,
a plastic, and at least one member selected from the group consisting of
a filler, pigment, stabilizer, lubricant, antioxidant, and biocide.
- 30 28. A method of making a paint, ink, or coating, comprising contacting the
mixture according to Claim 1 with a polymer and at least one member
selected from the group consisting of a filler, pigment, stabilizer,
lubricant, antioxidant, and biocide.
- 35 29. An adhesive or component of an adhesive, comprising the mixture
according to Claim 1, a polymer, and at least one member selected
from the group consisting of a filler, pigment, stabilizer, lubricant,
blowing agent, kicker, antioxidant, and biocide.

30. A method of making an adhesive or component of an adhesive, comprising contacting the mixture according to Claim 1 with a plastic and at least one member selected from the group consisting of a filler, pigment, stabilizer, lubricant, blowing agent, kicker, antioxidant, and biocide.

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